

THE NATIONS OF EUROPE BETWEEN IMPOSED GLOBALIZATION AND THE NEED OF AUTHENTIC

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Abstract

In the present consumer society, we are alike creators as well as addressees, of an impressive number of options. Of these, we need to choose what is relevant to their own social needs. At the same time appears the necessity to understand and of developing the concept of authenticity from the sociological point of view. This is the reason the confidence, naturalness, truth, warranty, has become in our research, tools of verification of social attitudes in the context of socio-political events, caused in their turn by global geostrategic policy.

Keywords: *authenticity, trust, social choice, genuine need, consumerism*

1. Introduction

The Globalization, as we already know, is basically a multicausal process. The aim of that process is achieved by the action to globalize. In turn, the action itself is a phenomenon of transforming the world into a unit, and this is manifested world-wide through specific means. This can be explained by the fact that a number of events taking place in an area of the globe have repercussions increasingly wider on people and social problems in other parts of the globe.

Generally, we can say that we are dealing among decision makers, with pro-globalists and anti-globalists. Those who are positioned in anti-globalist camp characterize globalization in relation to certain criteria¹:

1. The Globalization is a conspiracy of large transnational corporations against small countries;
2. The Globalization united the market power in the hands of those who leading a small number of huge corporations;
3. The Evil genius of globalization is information technology;
4. The Globalization means companies uncontrolled by law;
5. The Globalization is the cause to lowers jobs;
6. The Globalization undermines cultural diversity;
7. By globalization, lowers the standard working conditions, workers being transformed gradually into a kind of slave;
8. The Globalization destroys the environment;
9. The Globalization involves the flourishing of the multinational corporations, at the expense of smaller corporations and consumers;

10. The Globalization deepens the gap between rich and poor.

It needs to mention that between the two world wars, the Europeanism, as socio-cultural paradigm, contained a high moral dimension. This was illustrated in the products of culture, generated by culture people: writers, artists, etc. Today, the generation of writers who ensure literary authentication no longer exists as a whole. She was fragmented over time, against the background of consumism which in turn, it was amplified chaotic, because of the education deficiency about selection. Also, the consumism is one of the factors who, on the one hand has attacked the authentic, and on the other hand, later in time, has triggered the need at authentic. But it all depends on education, an issue which positions us back into culture. The question is: how it looks the culture after this repositioning? This is a question which require the analytical ability and selection of the individual.

2. Content

2.1. The fight for the mastery of information

The Interdependence who exists as a result of human development, represents the engine which drives the configuration of increasingly deep of human global society. Certainly, as species, the human has evolved within a society which he had created, through its actions, through his mind and soul. But this society it had distinct features along its becoming and development, referring to the territoriality, faith, culture, etc. We are talking here about nations, each with her identity.

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¹ Richard D. McCormick, *10 Myths About Globalization*, 2000; Robert J. Holton, *Some Myths About Globalization*, 1997, *apud* <https://vladhogea.wordpress.com/2013/09/16/restituiri-vlad-hogea-statele-nationale-in-contextul-globalizarii-breviar-de-curente-si-teorii-2005/>.

The idea of human society organized and tidy as one global social system is not new. What is new, is materialized in the new world order, a corollary of globalization, as its ultimate supreme effect of these. That state for interdependence is manifested by the ties of socio-economic and more recently cultural category, existing between individuals. Necessarily, these ties exceed the borders of states, a secondary effect being one by mixture of the nations of point of view territorial, family, cultural and emotional.

There are voices who claim that in present all social actors, in various forms (individuals, groups, interests, corporations, etc.), are on the social scene and acting. There is also a scenario. His artists are more or less visible, some in the foreground, the others in the background. Their scenario has in center the eternal struggle for power. The tendency on seizure of the power through the taking into possession of territories and their resources is the manifestation framework for the magnates of these times.

The instrument used for this planetary purpose is the information. The fight for dominion of information, already has triggered conflicts between individual and group interests on the one hand and between national and cosmopolitan interests on the other hand.

For those few powerful of the world, the individual is an element that serves their to the extent that they consume anything, no matter as much as possible. The individual is not the social person, endowed with moral and creative capacity, but simply a executor.

The existence and specificity of the global market favored new forms of circulation of various forms of capital. The economic dimension has escalated in these conditions the states borders, in a form and unprecedented speed. At such movement, the forms of governmental organization have not been able to adapt in timely and this has endangered the economies of nations. The pattern under that appeared the circulation of capital, oriented to consumism, took its name of multinational corporation. In these conditions there is a certain dichotomy that targets a perverse form something which decades ago made reference only to the unit in the making: society and the individual.

From now, the society appears as an external entity, even if essentially is the result of his becoming, of the individual. We are in the situation where the quantity is in action over quality. This happens because the individual is forced to conduct actions depending on the conditions imposed by this entity. She is increasingly more hostile to the man and is called generic, society. Increasingly more, the human society call themselves in a form of consumism at global scale. That being said we may consider we have reached at the essence of globalization.

Malefic forces that govern at global scale have acted with a dexterity hard to imagine at the end of the XIX century in such a way that the whole (society) that exist and it works only trough its elements (individuals), now is to the opposite pole of existence

and beingness of their. Paradoxically, but the globalization has like ultimate goal the increasing of the degree of union of the global population and not anyway, but in conditions of high standards. However, the uniformization about we are talking, annihilates the individual as well as identitary element and once with this, the power of continuous regeneration of society. In this way was created a socio-spatial gap between the individual and society: already we assist on a conflict sparked between merger and division.

The direction in which it goes the fight for the global power seems to have as the end point something no sense. This seems to be the finality of the relationship between globalization and individual identity, which undoubtedly leads to the crash the national identity of peoples. We have shown here in brief and as can be simple as possible as it appears the relationship between globalization and identity, without going into details of economic and especially political.

In political terms, the situation is much more transparent. The global protagonists dictates without hindrance a policy of their global purpose, which he apply obligatory and unfiltered to the peoples, without to hide, almost without using the manipulation. They do this because they do not respect the people and do not hesitate to infringe on face the basic human rights. They get a reliable help in this endeavor right from the individuals who they promotes their interests and which are infiltrated into governments. They act together with the corporations and for corporations. The corporation has replaced the factory, the farm, etc.

2.2. The Group

Must nevertheless to mention that the idea of a world government has captured attention of the great public, from its beginning. Why? Because major world powers promised (and also do still so) welfare and happiness for everyone. Was put emphasis on the cooperation in all fields, on the progress of science and technology, all in the service of the individual happiness. But it turned out that the realy plan was watching just the implementation of a new world order, through coercion and satisfaction of some interests. These interests have been shown ultimately to be in favor of a small group of people who hold absolute power and immense wealth. These people have already entered in the public consciousness as the Group. Through his Ambassadors, the Group promised and asks. As promise, promise the same things for decades, as requirement, request always something else, more and more. What else? Because the group receives it all, as it asks. The population receives nothing, that's why they is promise permanently same advantages, that have remained at stage of desideratum.

In these conditions it is observed that populations, especially from the united Europe, the EU, they started to wake up from the mirage of promises. As international organization, the European Union is mostly an ambassador of the group. Natural and human

resources, finance, environment, everything has gone in a few hands, with the agreement of governments, even if these riches belong to the peoples, in joint property. We believe that a government should not alienate in any way an asset that belongs to the people. Government should be the guarantor of the people who appointed him, in the relationship with foreign forces. This comes in the situation in which the government is independent of foreign interests of the nation. But the Group, through his intermediaries, took care to monopolize the independence and freedom of the governments. And this, we feel it pretty clearly here in Europe. The promises of European's Commission, of european leaders in the idea that we will live at high standards, members of the Union , were shattered.

How did it get here? How have ventured the G8 (Group) to start an avalanche of forces capable of annihilating conscience and soul of European nations? How they managed?

These are questions that involve a very careful analysis. Marshall McLuhan² is one of the leading experts in communication that promoted the idea of the global informational village. In the strict sense, this it was the idea of a global community without borders as regards of communication.

Of course, the dynamic element of such a purpose it was the Internet. The Internet it represented the tool that breaks any obstacle to human communication way. Nothing wrong up here. But such progress in communication, was anticipated to become used also for negative purposes. Always, great discoveries that might have been lead to the happiness of humanity were used in dual purpose: positive and negative.

Returning to the idea above, it should be mentioned that the global village has served and serves the interest at uniformity the human individual under all aspects, from all points of view. And the first step was made: the individual is in the global village, but he no more has command about the fullness of his quality of social actor. It's just one element of a whole, a component also similar the others. His consciousness has lost of its importance. It is trying to blur the past, for interrupting the contact with the ancestry. Among other things, the tradition must disappear and with it the positive social values. Everything related to authentic is introduced into a process accelerated by nihilism. For this shall be destroyed values, like: respect, friendship, love, kindness, compassion, mutual help, sharing of feelings, emotional support etc. This standardization aims uniformity. The uniformity in this situation is built on chaos. It results from the mixture of everything and all, without logic.

From this moment, disappears the social order that govern the human society. Why she disappear? Because she, the social order, was built by human throughout its evolution, through education, by establishing values, norms and social sanctions. We are talking about social control that involves all regulatory

mechanisms of social order. The social control is coordinated by the free individual which respect and also impose limits. All is the result of historical life of the human individual. But the history carries with it memories. The memories means past and roots. The past is the anchor that bind us of the moment of birth, of family, and by the experience from which we, the humans, have learned and that keeps us constantly connect at authentic. In a word, we're talking here about quality in society. This is exactly what is intended to be annihilated. To a certain measure it has succeeded and look at us we are pushed in the paradigm of social quantity.

2.3. The quantitative man

The quantitative man is by excellence a free man. Free even by itself. No longer in the affective community with the others. This leads to a form of independence which has an essential feature: the falsity. In the global village, independent means solitude and addiction. Of course, the addiction manifests itself depending on what offers the Group, on which occasion he master, oppresses, uses and conditioning what was the social actor - the person. All that what it is promotes, is named convenience, luxury, easiness, equality, in sense of copy of one with the other, etc. On this path, the false independence destroys the individual's identity, his membership to tradition, people, nation, national culture. Destroy everything who belongs of social morality. It have existed boldness during this action because it has resorted to the sensitivity of frustrated individuals. They are not socialized with desirable social values, they do not have qualities who propelling them on the orbit of respect and admiration of the fellows. Therefore, they have accepted unconditionally a leadership position, from which to execute orders to whom he owes an undeserved social status. All these individuals are carriers of negative social values. They promote the social undesirables, non-value. They form the new elites, positioned in responsible functions, social statuses from serving more or less directly, the Group's interests. All these individuals are carriers of negative social values. Thus, the non-elites have been formed, bearing of non-values. By attitude and actions, these performers, killers of the authentic, have contributed and contribute to creating a rift in society about human value, at the individual's quality. This rift it was deepened and chronical such an extent that we can speak of a necrosis of values.

This is how the things stand in this moment. But, how resurrect from ashes the spark, at the same might happen in Europe. Here, the nations have a millennial history, a exceptional culture, here the peoples have benefited from a healthy education either in democratic regime, either totalitarian. The traditional family as the social core, remain steadfast.

² Marshall McLuhan, Galaxia Gutenberg, Ed. Nemira, București, 2015, p. 216.

2.4. The identity - an anomaly of the future

We have discovered from day to another that we miss the old man, most of us we do not wish the new man. We do not want to be the new peoples, for the purpose that the global artisans they want him. The old man carries with itself the past, he is authentic. The new man is a counterfeit item, a being who thinks he lives. However, he only exists.

That is why the peoples have started to move. In legislation the focus is on the traditional family. In Romania, a legal norm existing in the Civil Code, specifically Article 48, was elevated to constitutional rank. This article states clearly and unequivocally that in Romania, the family is founded on marriage; al.1.1 specifies that marriage can be concluded only between man and woman, these having the aged over at least 18 years. By this measure it put a limit against one of the issues that you raise total freedom. We us refer here by total sexual freedom. Suddenly, people begin to understand that the so-called open mind does not mean total acceptance, she means selection. And they began the selection calling upon of education and tradition. Gradually, we are witnessing to the rejection of some pseudo-values on which the Occident has forced us to accept them and that was sure we would not discard them.

But here is how the Christian morality, the social consciousness, the European peoples roots, have awakened from numbness and want go out of chaos. Anyway, in rural areas especially, certain liberties will not never success. This is because in rural area, the social life is conducted according to rules more strongly conserved. The tradition, faith, moral rules, are deeply anchored in the social life. The new, catches easier in

big cities, there where the degree of homogeneity of the population is much lower than in the province, especially in rural areas.

3. Conclusions

The struggle for preservation and conservation of identity is unquestionably a necessity. This struggle is the essence of authenticity both at macrosocial level in terms of nations also at microsocal level in terms of human individual. The problem is looming especially at European level. The European Union is transformed in accelerated rhythm in a united Europe. Or this is desired by the Group, which is quick to establish the new world order. This united Europe would actually be one state without borders between member states, without national police and army, with a single religion, etc. Might the peoples of Europe them to be engaged in this puzzle, as a pilot project in the great opera of achieving the new world order. It may be that the artisans of the great global project they were to follow the effect of their action on the European peoples, then continue elsewhere with identical actions, or to make changes, to obtain one's object.

It seems that citizens they felt what happens to them so they started shy now, to seek, to regain and promote their origins, traditions. This is the search of the authentic, in an artificially constructed world in which man is forced to thinking into turn artificially. It only remains for us to observe the battle between the regular citizens and the global artisans, more exactly the results that will arise from the conflict between the need of authentic and desire of globalization.

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